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U.S. DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Information Service  
821 Market Street, Room 555  
San Francisco 3, California  
Western Area

Approx. Time 15 min.  
February 6, 1946  
District and State Directors  
Can Fit to Allotted Time

FOOD FIGHTS FOR FREEDOM---AT HOME AND ABROAD  
(Weekly Script No.96)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items:

SUBJECT: U.S. DIET IN '46

PARTICIPANTS: ANNOUNCER

DEAL SITUATION

P&MA

All music directions are purely optional, but would add finish to broadcast

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MUSIC UP AND UNDER

ANNCR: Good \_\_\_\_\_, friends. We bring you another of our weekly broadcasts about food. Everyone of us wants to do everything he or she can, to help this great nation of ours in the reconversion to peacetime living. Our government still has a tremendous food management job ahead. How is it handling this job? And what can you do to help? You'll find out if you listen each week to:

PMA: FOOD FIGHTS FOR FREEDOM.....AT HOME AND ABROAD.

ANNCR: And now here is \_\_\_\_\_, assistant state director for the Production and Marketing Administration, of the U.S. Department of Agriculture. Last week, \_\_\_\_\_, you told us about the food situation in some of the formerly occupied countries of Europe. Now how about comparing that with what Americans have been and will be eating.....just so folks will see how lucky they are.

PMA: Fine, \_\_\_\_\_. I think we all realize that during the war, Americans ate better than they had in a long time. Production was high and so were most family incomes. So people were able to buy more of the foods they had to do without during the depression years.

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ANNCR: Such as meat...milk...butter...eggs.

PMA: Exactly. Although these items seemed scarce...on the whole, more folks ate greater amounts of these foods than they did from 1935 to 1959. To get a little more technical...the wartime levels for calories, proteins and calcium were higher than the averages for the years just mentioned. There's been a fairly steady upward trend during the war years for both calcium and protein....chiefly because the supplies of milk have been larger.

ANNCR: What's the outlook for 1946, \_\_\_\_\_?

PMA: Most people probably won't get as much calcium in their diet this year, since we expect a slight decrease in the supply of fluid milk. As far as protein goes, however, the outlook is a little better than in 1945...because there will be more meat....and meat is a good source of protein, as you know. Now, let's take a look at iron, vitamin A and ascorbic acid.....

ANNCR: Say, we are getting technical....

PMA: Perhaps, but I think more people are becoming familiar with these names... and it's a good idea to know just what foods contain them.

ANNCR: Okay...name some.

PMA: Well, we all know that meat and spinach are two good sources of iron... and so are enriched white bread and flour. Incidentally, the per capita supply of iron in our diets is over a third higher than it was in the 1935-39 period. Now let's see....you'll find vitamin A and ascorbic acid or vitamin C....in citrus fruit, tomatoes and green and yellow vegetables.

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ANNCR: And have folks been getting more vitamin A and ascorbic acid in their diets during the past four years, \_\_\_\_\_?

PMA: You bet they have, \_\_\_\_\_.....about 20 percent more than they did a few years back. And mostly because they've been eating more of the foods I just mentioned.

ANNCR: We can thank our Victory gardens for that!

PMA: Yes, Victory gardens helped a lot in providing good supplies of vegetables...and vitamins. Speaking of vitamins...here are some facts on three of the B-vitamins...thiamine, riboflavin and niacin. The increases that took place during the war are really outstanding.

ANNCR: Let's hear 'em.

PMA: Well, the per capita supply of thiamine is almost 50 percent above the pre-war level. Riboflavin and niacin have been increased by about 40 percent.

ANNCR: What accounts for these increases, \_\_\_\_\_?

PMA: For all three vitamins...the increases are partly due to the enrichment program and partly to greater consumption of certain foods. Milk is a good source of riboflavin....which accounts for the boost in that particular vitamin. Then there's a lot of thiamine and niacin in meat...and we've just mentioned the fact that most folks ate more meat during the war years than ever before.

ANNCR: Seems to me that on the whole, Americans fared pretty well during the war.

PMA: We not only maintained our nutrition level....but we were able to improve our diets considerably. This year, there should be larger per capita supplies of meat, fat, sugar, ice cream, cheese, condensed and evaporated milk, fluid cream, canned fruits and vegetables and

(More)







PMA:

(Continued) fresh and frozen fish than there were in 1945. But there'll probably be somewhat less fluid milk and eggs. The net result will be that our over-all nutrition level will be as high in 1946 as in 1945....in fact, higher in several nutrients than any year on record.

ANNOR:

Of course, \_\_\_\_\_, even though these national averages are interesting, and give us a good idea as to how we stand as a nation, they certainly don't tell the whole story.

PMA:

Not by any means. Unfortunately, many Americans get much less to eat than others. For instance, every dietary survey has shown that the people in low-income brackets get much less calcium in their food than higher-income families.

ANNOR:

Let's see...there's calcium in milk, isn't there.

PMA:

Yes, and the average grown-up can get enough calcium if he drinks two glasses of milk a day, but a great many people have not been able to afford that much milk. And incidentally, while we're on the subject of calcium, did you know that skim milk, buttermilk and evaporated milk contain just as much calcium as fresh sweet milk?

ANNOR:

I didn't know that....as a matter of fact, I'm not sure just which foods, outside of milk, are good sources of calcium.

PMA:

Well, turnip greens give more than any other vegetable, and oranges, more than most fruits. Cheese contains lots of calcium, and the same goes for oysters. But our best source is still milk.

ANNOR:

But let's get back to American food consumption, \_\_\_\_\_.  
I heard that before the war, about one-third of the people in the United States had poor diets.

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- PMA: That's about right. But during the war, since incomes went up, families in the lower income groups were able to buy more of some foods than they could before. Then, we had rationing of many of the important foods, like meat, for instance, which hold down the consumption of those foods by families with higher incomes.
- ANNCR: So the war sort of helped to even-up the nutritional levels of the lower and higher income groups.
- PMA: Right, but even though this evening-up process has been going on during the war, the tendency will probably not continue for very long after the war is over.
- ANNCR: No, I suppose we can't expect such things. When the higher-paying war jobs are over, many people just won't be able to afford all the meat and milk they need.
- PMA: That's true, but we have one hope, \_\_\_\_\_. During the war a great many people who never gave the word "nutrition" a second thought, found out that such things are very important. They learned that a nutritionally good diet needn't be made up of the most expensive foods in the grocery store. And they also learned how to substitute less expensive foods for the costlier foods which give the same nutritive values.
- ANNCR: Then the hope you mentioned is that this type of nutritional education be continued.
- PMA: Of course. It's important not only from a nutritional standpoint, but agriculturally as well, that all measures leading toward a more adequate diet for the lower income groups be emphasized in the years ahead. People must learn to make the best possible choice of foods within their means.



ANNCR: And right along with that education, they must learn to prepare that food so it loses as little as possible of its food value.

PMA: And still see that the food tastes right.

ANNCR: You said something back there about the agricultural side of this situation, \_\_\_\_\_.

PMA: Yes, and that's a very important side of the food and nutrition picture to consider. In fact, it's so important that President Truman gave quite a lot of space to the subject in his January 21 message to Congress.

ANNCR: Oh, I remember reading some excerpts from that speech...that business about the cost-of-living and the farmer.

PMA: One of the things Mr. Truman said that sums up the whole problem was this. He said, "We have the technical knowledge and the productive capacity to provide plenty of good food for every man, woman and child in the United States. It is time we made that possibility a reality."

ANNCR: Did he have any suggestions as to how that reality can be brought about?

PMA: Yes, he had several, and one of them had to do with the School Lunch Program. He said, "One of the best possible contributions toward building a stronger, healthier nation would be a permanent school lunch program on a scale adequate to assure every school child a good lunch at noon."

ANNCR: A plan like that would certainly help raise the nutritional levels.

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PMA: I'll say it would...and he went on to say that "The Congress, of course has recognized this need for a continuing school lunch program, and legislation to that effect has been introduced and hearings held. The plan contemplates the attainment of this objective with a minimum of Federal expenditures. I hope that the legislation will be enacted in time for a permanent program to start with the beginning of the school year next fall."

ANNCR: I hope it can be done. What else did he say on the subject?

PMA: Well, in talking about agricultural policies...price support and things of that sort, he told the Congress that "Our long-range agricultural policies should have two main objectives: First, to assure the people on the farms a fair share of the national income, and second, to encourage an agricultural production pattern that is best fitted to the Nation's needs."

ANNCR: That doesn't sound too easy.

PMA: Mr. Truman didn't say it would be easy. He said, "to accomplish this second objective we shall have to take into consideration changes that have taken place, and will continue to take place in the production of farm commodities...changes that affect costs and efficiency and volume.

ANNCR: That means a lot of changes to be considered, but I guess we can do it, eventually.

PMA: Of course we can...but Mr. Truman had some more to say on that subject...."What we seek ultimately is a high level of food production and consumption that will provide good nutrition for everyone. This cannot be accomplished by agriculture alone."





ANNCR: That's something a lot of people don't seem to realize....

PMA: Right...but he went on to say that "We can be certain of our capacity to produce food, but we have often failed to distribute it as well as we should, and to see that our people can afford to buy it. The way to get good nutrition for the whole Nation is to provide employment opportunities and purchasing power for all groups that will enable them to buy full diets at market prices."

ANNCR: But it seems possible to me that all groups won't always be able to pay market prices for an adequate diet.

PMA: Mr. Truman had something to say about that, too. He said that "Whenever purchasing power fails to reach this level, we should see that they have some means of getting adequate food at prices in line with their ability to buy. Therefore, we should have available supplementary programs that will enable all our people to have enough of the right kind of food."

ANNCR: Well, that certainly is encouraging, \_\_\_\_\_. When men like President Truman get to work on coordinating a project like that, and can get the whole country behind them, it looks to me like we should have something, in the ultimate.

PMA: I think so. And the more people who are taught to think along those lines, and actually do something about the situation, the sooner we'll all have what we're trying for.

ANNCR: I'm glad to have heard what President Truman had to say on the subject, \_\_\_\_\_ and I wish we had time to go into the problem more deeply...but there you have it, friends, this week's report on home front food activities...with \_\_\_\_\_ of the Production and Marketing Administration office, at \_\_\_\_\_. Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM...AT HOME AND ABROAD. This broadcast  
(more)



ANNEX:

(Continued)

on America's food program is presented especially for  
\_\_\_\_\_ farmers and consumers.

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U. S. DEPARTMENT OF AGRICULTURE

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U.S. DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Information Service  
821 Market Street, Room 555  
San Francisco 3, California  
Western Area

Approx. Time 15 minutes  
February 13, 1946  
District and State Directors  
Can Fit to Allotted Time

422  
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FOOD FIGHTS FOR FREEDOM---AT HOME AND ABROAD  
(Weekly Script No.97)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items:

SUBJECTS: Food Conservation Program

PARTICIPANTS: Announcer

Heat Situation

P&MA

All music directions are purely optional, but would add finish to broadcast

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MUSIC UP AND UNDER

ANNCR: Good \_\_\_\_\_, friends, we bring you another of our weekly broadcasts about food. Everyone of us wants to do everything he or she can, to help this great nation of ours in the reconversion to peacetime living. Our government still has a tremendous food management job ahead. How is it handling this job? And what can you do to help? You'll find out if you listen each week to:

PMA: FOOD FIGHTS FOR FREEDOM.....AT HOME AND ABROAD.

ANNCR: And now here is \_\_\_\_\_, assistant state director for the Production and Marketing Administration, of the U.S. Department of Agriculture.

PMA: I imagine most folks saw the food conservation story in the newspapers recently. And that's mainly what we're going to talk about today. President Truman has urged the American people to eliminate waste in their food.....to practice conservation every bit as faithfully as they did during the war years. Because it is vitally important that we continue to export food to the starving peoples of Europe and the Far East.





ANNCR: As I recall, \_\_\_\_\_, that story emphasized the need for sending more wheat abroad, didn't it?

PMA: Yes, it did. The Government is urging farmers to move more wheat to market now. You see, only about half the wheat intended for export during the first half of 1946 has actually been shipped. It is badly needed in wartorn countries because of a drought in many parts of Europe and North Africa.....and because of the shortages of other foods and feedstuffs.

ANNCR: Then you mean that the other half of this wheat is still on the farms of America?

PMA: That's right. The wheat is located mostly in the Dakotas, Montana, Nebraska, Kansas and the Pacific Northwest. It is up to Canada and the United States to supply most of the wheat to foreign countries in the critical months ahead as the two other main wheat-exporting countries...Argentina and Australia...had short crops last year because of drought.

ANNCR: How will this great need for wheat abroad affect our bread supply?

PMA: We will naturally have to be very saving of every loaf of bread we buy from now on. We must eat all of the bread we buy...if it gets a little dry, we can use it for toast...but above all, we mustn't throw it away. Every pound of bread saved means almost a pound of wheat saved for the men, women and children of Europe who are crying for food. Right now, each of us is getting an average of 3,300 calories a day - in Europe there are 125 million people who subsist on less than 2,000 calories a day. Another 23 million get less than 1,500 calories a day - and in other parts of Europe, large groups receive as little as 1,000 calories a day - less than one third of what we have here in the United States.



ANNCR: No wonder the President has called on us all to help prevent this mass starvation. Now didn't that story say something about the fact that our bread would be a little darker?

PMA: Here's the plan....by getting 12 percent more flour from each bushel of wheat, we can save about 25 million bushels of wheat during the first half of this year...without any reduction in the total output of flour. This will mean that as soon as our present stocks of flour are used up, a loaf of white bread will not be as white as it is now. It will be a cream-colored loaf...and, here's good news....it will contain slightly more protein and more of some vitamins. This new loaf of bread will also be more compact than the one we're used to.

ANNCR: Well, I don't see any cause for complaints with that plan. And if it'll mean more wheat for our allies, I'm all for it.

PMA: By getting more flour from a bushel of wheat we'll have a corresponding reduction in the supply of feed for livestock and poultry. So, we're going to have to conserve our supplies there, too. This will be accomplished by the rapid marketing of heavy hogs and of beef cattle with a moderate rather than a high degree of finish. The Government will also encourage the culling of poultry flocks and more economical feeding of dairy cattle...and will discourage excessive production of chicks. In this way, some of the grain now being used in the feeding of livestock and poultry will be conserved for use as human food.

ANNCR: There are some other points in this conservation program, aren't there? I'm thinking about one in particular that concerns the production of alcohol.



PMA: Yes, there won't be any wheat used in the production of alcohol and beer for awhile, \_\_\_\_\_. Did you know that almost 30 million bushels of wheat were used to produce these beverages during the last half of 1945? The Government is also limiting the use of other grains for the production of beverage alcohol.....and the amount of other grains used to make beer will be cut 30 percent from the quantities used last year.

ANNCR: And about how much wheat will that save, \_\_\_\_\_?

PMA: We figure it'll save about 20 million bushels of grain for food by the end of June, which can be rushed to Europe and the Far East. Now there are a few other points in this program I'd like to talk about today.....mostly concerning wheat. For example, Uncle Sam wants to make sure that the available supplies of both wheat and flour are equally distributed....so that there'll be no unnecessary accumulation of these items anywhere in trade and consumption channels.

ANNCR: How is this to be accomplished?

PMA: There will be limitations on the quantities of wheat that may be held by millers for the production of flour...as well as on the quantities of flour that may be held by distributors and bakers.

ANNCR: Well, now, I'm wondering if there will be any plans for shipping this wheat overseas as quickly as possible.

PMA: In answer to that, \_\_\_\_\_, I can say that we'll give specific preference to the rail movement of wheat, corn, meat and other essential foods. In this way, we can quickly export the maximum amounts to the areas where they are most needed. This means that more corn will be moved than would otherwise be moved. We're also asking farmers to move all the wheat they can possibly spare.

1. Introduction

The purpose of this study is to investigate the effects of

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the following factors on the results of the experiment:

(a) The temperature of the environment

(b) The humidity of the environment

(c) The duration of the experiment

(d) The age of the subjects

(e) The sex of the subjects

(f) The time of day when the experiment is conducted

(g) The time of day when the subjects are tested

(h) The time of day when the data are collected

(i) The time of day when the results are analyzed

(j) The time of day when the conclusions are drawn

(k) The time of day when the report is written

(l) The time of day when the paper is published

(m) The time of day when the book is printed

(n) The time of day when the book is sold

(o) The time of day when the book is read

(p) The time of day when the book is forgotten

(q) The time of day when the book is rediscovered

ANNCR: What's been holding up this wheat?

PMA: Bottlenecks in transportation, \_\_\_\_\_. Some country elevators have been blocked because there haven't been enough box cars to move the grain. The Department of Agriculture is doing everything possible.... with the aid of the Office of Defense Transportation...and the railroads....to clear the way by providing more box cars. Along this same line, the Department of Agriculture will probably have direct control over exports of wheat and flour to get them to the areas of greatest need. In effect, the Department can be compared to a traffic policeman who keeps the traffic flowing smoothly from every point. It's vitally important that there be no clogging of the lines anywhere.

ANNCR: What's new on the fats and oils situation, \_\_\_\_\_?

PMA: This year, we're planning to export some 375 thousand tons of fats and oils. Also, through the efforts of the War and Navy departments and the War Shipping Administration, we plan to move from the Philippines the largest possible amount of copra to be made into coconut oil. By increasing these shipments, we can export a larger quantity of fats and oils without cutting too much into our own needs.

ANNCR: We used to import quite a bit of copra before the war, didn't we?

PMA: About 10 percent of our supplies of fats and oils were imported in the form of copra and other oil-bearing materials. However, during the war, our imports were drastically reduced. Now that the Pacific area is free again, we hope to increase our imports considerably. And incidentally, both the War and Navy departments are releasing all refrigerated ships not essential to maintain the flow of food to the armed forces. We'll use these ships to send food to Europe.



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ANNCR: In addition to exporting fats and oils, we'll naturally be sending over other foods to our allies.

PMA: I should say we will. This year, we plan to send one billion, 600 million pounds of meat abroad...we'll also ship more dairy products... particularly cheese and evaporated milk. At least half of the meat to be exported...and this amounts to some 900 million pounds...must be made available during the next five months. So we will produce about 11 billion pounds of meat during the first half of this year.

ANNCR: Let's see....if we send 900 million pounds of meat to our allies the first half of 1946...out of a production of 11 billion pounds.... that'll mean we'll be shipping about nine percent of our total production during this period. Does it also mean that Americans will have to tighten their belts slightly as far as meat is concerned?

PMA: We'll have a little less meat than we've had in recent weeks....but considerably more than we ate during the first six months of last year. And that brings us to the present meat situation. As you know, the Government took over the direction of meat packing plants last month. Just before this step was taken, production in Federally-inspected plants had dropped 20 percent below the previous week..... and 57 percent below the same period a year ago.

ANNCR: What's the story now, \_\_\_\_\_?

PMA: When the plants opened January 28, under Government control, livestock receipts at the various markets were quite substantial and things were going along smoothly. But the following day, it appeared that cattle were not coming to market in sufficient volume...so the packing houses weren't able to keep up capacity operation. Some plants couldn't even get enough cattle to start operations.



ANNCR: What did the Government do about this problem?

PMA: It sent a representative to urge marketing agencies to call in enough cattle to permit capacity operations in all plants. This representative urged all livestock producers to market more cattle so that we would have enough meat for army and civilian use. He also pointed out that holding back cattle ready for market now was not only cutting down the much-needed reserve of feed grains...but that it would cause a reduction in prices when the cattle were thrown on the market later.

ANNCR: Did this bring results?

PMA: Here's a recent report of meat production in Federally-inspected plants for the week which ended February 9. It totaled 368 million pounds. This is seven percent more than the week before and 22 percent more than the same week of last year.

ANNCR: The fact that meat production is on the upgrade will be welcome news to everyone.

PMA: However, it is still important for livestock producers to send their cattle to market in a normal flow and particularly to market all cattle ready for slaughter so there won't be any unnecessary depletion of feed supplies. Because we must remember the definite need to conserve current supplies of feed grains everywhere.

ANNCR: Well, now - I'm curious as to just what the Government does when it takes over one of these plants. Could you explain the setup and how it operates?

PMA: Certainly. Under the Government-packer agreement, the top men in each packing company have been designated to operate the plants as agents of the Government. Packers are operating with their own funds, under Government direction. The plants are to maintain the terms and conditions of employment...and this includes hours of work and salaries for employees that were in effect at the time of the work stoppage.



ANNCR: How long will Government direction of packing plants last?

PMA: Until a satisfactory agreement on wages, hours and other matters can be reached with the plants. Right now, a fact-finding panel is at work. When it is ready to make its report and when the appropriate Government agencies recommend adjustments with regard to wages and related matters...then we'll be ready to take the next step in the operation of the meat industry. The present operating agreement is purely an interim arrangement.

ANNCR: One more question, \_\_\_\_\_. How many plants here in the Western area are operating under Government direction?

PMA: Fifteen plants altogether. They're located at San Francisco, Los Angeles, Oakland and San Diego in California...at Portland, Oregon ...at Seattle, Spokane and Tacoma in Washington...and at Salt Lake City, Utah.

ANNCR: Thank you, \_\_\_\_\_, for giving us this background information on two very timely subjects....President Truman's food conservation program and the present meat situation. And there you have it..... Friends, this week's report on home front food activities...with \_\_\_\_\_ of the Production and Marketing Administration office, at \_\_\_\_\_. Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM....AT HOME AND ABROAD. This broadcast on America's food program is presented especially for \_\_\_\_\_ farmers and consumers.





U. S. DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Information Service  
821 Market Street, Room 555  
San Francisco 3, California  
Western Area

Approx. Time 15 minutes  
February 20, 1946  
District and State  
Directors Can fit to  
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PF735  
FOOD FIGHTS FOR FREEDOM----AT HOME AND ABROAD  
(Weekly Script No. 98)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items.

SUBJECT : How Much Can Farmers Produce  
in Peacetime?

PARTICIPANTS: Announcer  
P & M A

All music directions are purely optional, but would add finish to broadcast.  
MUSIC UP AND UNDER

ANNCR: Good \_\_\_\_\_, friends. We bring you another of our weekly broadcasts about food. Everyone of us wants to do everything he or she can, to help this great nation of ours in the reconversion to peacetime living. Our government still has a tremendous food management job ahead. How is it handling this job? And what can you do to help? You'll find out if you listen each week to:

PMA: FOOD FIGHTS FOR FREEDOM.....AT HOME AND ABROAD.

ANNCR: And now here is \_\_\_\_\_, assistant state director for the Production and Marketing Administration, of the U.S. Department of Agriculture.

PIA: Thank you, \_\_\_\_\_. From our discussions in the past few weeks, I think we agree that if we are to maintain a decent standard of living for more people, there will be a great need for agricultural production in the peacetime year ahead. The question is...then... how much can the farmers produce? Right now, we don't know the answer to that question any more than we know how many blades of grass there were last June in all of North America, for instance. We do know, however, that our huge wartime farm production is no real guide to peacetime production. Because a large part of our national resources were used to raise armies and navies and to equip them for battle.



ANNCR: Even so, \_\_\_\_\_, isn't it a fact that our farm production could've been higher than it was?

PMA: Yes. According to a Government study made before the war ended, it was estimated that if the war lasted a long time...say 10 years... we could feed about two and a half times as many people as we were feeding in 1943.

ANNCR: That's quite an increase...because if the war had gone on all that time, shortages in farm labor and materials would naturally have continued.

PMA: The study took those facts into consideration, \_\_\_\_\_. But you see, that large an increase in food production would have meant some cuts in non-food farm production....and also some drastic changes in eating habits. Then, too, it was expected that better practices in farming, plus the development of new land, would provide a part of this possible increase.

ANNCR: Well, thank goodness the war didn't drag on for ten years. However, it's good to know that our agricultural production plant has greater possibilities than we've known about.

PMA: Now to get back to this question of peacetime farm production. It depends to a great extent on the demand for food and other farm products.

ANNCR: And demand, in turn, depends on buying power.

PMA: That's right --- there's a direct tie-up between pocketbook and appetite. And we've found out during this war period that the greatest increase in consumption comes when low-level income families move up to higher income brackets. In other words, when they shift from "a flour, beans and potato type of diet" and begin to add more meat, eggs, fruits and vegetables.

ANNCR: So we must have full employment in this country if we want full farm production.



PMA: Exactly. It seems that if we could add a thousand dollars a year to the income of each family earning under 500 dollars it would have quite an effect on their diet. It would enable each member of these families to eat 50-pounds more of tomatoes and citrus fruit...about 25-pounds more leafy green and yellow vegetables, and 90-pounds more of other fruits and vegetables.

ANNCR: As long as we're just supposing, \_\_\_\_\_, what would happen if we added another thousand dollars to the income of those families?

PMA: In that case, the increase in food consumption from this added thousand dollars would be smaller but still substantial. And, of course, a third thousand dollars would bring another gain....although smaller than the second. In other words, the first thousand dollars does more than the next two thousand together in adding to fruit and vegetable consumption.

ANNCR: Or to put it another way...we might say these low-income groups represent a very large untapped market for farmers and food processors.

PMA: Not just a very large market, \_\_\_\_\_, but the largest market in the world....

ANNCR: And that's something to think about.

PMA: In addition to full employment...or high-level employment...peacetime farm production also depends upon the degree to which world trade will expand in the next few years. Another factor to consider is the level of farm prices.

ANNCR: How about improvements in farm equipment and farming practices? They should have considerable effect on future agricultural production.



PMA: Suppose we use a recent study by the Department of Agriculture to answer this question, "How much can farmers produce during peace time?" The study assumes that farm prices by 1950 would be about equal to those of 1943. So, using farm prices at these levels, an effort was made to answer this question.

ANNCR: Well, let's hear the answer, \_\_\_\_\_.

PMA: Department of Agriculture economists found that with full employment and an active foreign trade, we could produce at a level one-third above the prewar average, and one-twelfth above 1944.....1944, you'll remember, was a record year for agriculture. Now here's another fact. Since more and more farm machines would be used under prosperity conditions, <sup>the number of</sup> horses and mules used for farm power would drop at an even faster rate than at present. So with full employment in 1950, we should be able to expect an output of farm products for human use more than 40 per cent above the prewar average and more than 10 per cent above the 1945 level.

ANNCR: It would be fine if all this could really come about in the next few years.... what are the chances of things happening this way?

PMA: First, \_\_\_\_\_, we have to remember that none of these estimates we've been talking about are actual forecasts. They merely represent the opinions of trained persons on what it would pay farmers to produce under the conditions we mentioned.

ANNCR: I suppose even if the exact conditions were met, there might be a gap between what it would pay farmers to do, and what many of them actually would do.

PMA: That's very true, \_\_\_\_\_. But our agricultural leaders are trying to narrow that gap.

ANNCR: Well, say, have we any indications that farm production will continue to go up in the years ahead?





PMA: Yes....if you take the increased use of certain farm supplies and equipment as a kind of barometer. On fertilizer, for example, in the 1935-39 period, farmers used an average of around one million, 300 thousand tons of fertilizer a year. By 1944, they were using nearly two and a half million tons annually... and that year, supplies of fertilizer were tight.

ANNCR: And now, more fertilizer will be available.....that means increased use, and greater crop yields.

PMA: Something like that. Experts now estimate that farmers would find it profitable to use well over five million tons a year under postwar prosperity conditions. Then there are increased supplies as a result of better plant breeding. If we lived in the heart of the Corn Belt, for instance, we'd have only to look around to see the tremendous increases in our corn crop from the use of hybrid seed corn. Corn production for 1944 was estimated at about 400 million bushels greater because of the use of hybrid seed, than it would have been, if open-pollinated seed had been used on all of the acreage.

ANNCR: Then, of course, we have no way of knowing what improved farm machinery will mean in terms of greater and more efficient production.

PMA: Not only better machinery,\_\_\_\_\_, but more of it, too. The use of farm machinery has snowballed in recent years. There were less than a million tractors on farms in 1930.....and by 1945, the number increased to over two million. Chances are there'll be two and a half million by 1950. Only recently, smaller tractors and equipment, better adapted to the needs of medium-sized family farms, have been perfected. So, we can expect large-scale results when this equipment comes into general use during the next few years.

ANNCR: Well, we can certainly expect more efficient farm production from more modern farming methods.

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PMA: And since machines don't eat....in other words, don't require part of the grain crop, the way farm animals do.....the farmer will have more land on which to raise crops for human food.....instead of having to reserve a part of his acreage to feed his horses or mules. Also, we have other indications of a possible higher farm production.....such as increased output from soil building and conserving practices, and from water conservation. Then there's the improved use of resources. For example, using more of the best farm land for crops, and more of the less productive land for grass and trees.

AMCR: Along this line....can we expect more new land to be brought into production through reclamation projects?

PMA: Yes. The Columbia River basin project is one example of this. The completion of this project will add more than a million irrigated acres to our farm plant. Irrigation, drainage and land clearing work now under way will bring in about five million new acres by 1950.

AMCR: Looks as if all these influences should certainly mean more farm products for our post-war world.

PMA: That's quite right. Getting down to cases, for instance, livestock production per unit can also be expected to continue its rise....better strains, better methods of controlling disease and improvement in feeding practices will account for most of this increase. Of course, we mustn't let ourselves become too optimistic because there are other influences to consider.

AMCR: And I'll wager that the weather is one of them.

PMA: Exactly. The weather has been unusually good for eight straight years for the country as a whole. This had a great deal to do with record wartime production and we can't expect it to continue as favorable in the future.

(MORE)



(CONT.)

PMA:/ Also, a fraction of our high production during the war came from working the land harder.....this might not be desirable over a long period. All in all, however, there is no doubt but that the trend in farm production is upward. We can get a much more real idea of the problems and opportunities ahead when we look at the future possibilities of some individual commodities.

ANNCR: How about some of our farm products?

PMA: Let's take potatoes as an example. Under 1943 price levels, agricultural experts estimate it would pay farmers to produce 525 million bushels of potatoes a year.

ANNCR: How does this compare with pre-war years?

PMA: It's considerable of an increase. Before the war, we thought a potato crop larger than 360 to 375 million bushels created a marketing problem. Then on wheat, postwar production could run well above 900 million bushels. This is 50 million more than the average for the prewar years, when we were worrying about wheat "surpluses". Under prosperity conditions, cotton production might well be in the neighborhood of 15 million bales.....

ANNCR: And what was our cotton production before the war.....

PMA: It averaged around 13 million bales. As for eggs, farmers could find it profitable to produce five billion dozen. Three and a quarter billion seemed normal before the war, in terms of what it paid them to produce. Future milk production could approach 150 billion pounds. Before the war, it averaged less than 110 billion....and this past year it was around 123 billion pounds, you'll remember.

ANNCR: Those are big figures, \_\_\_\_\_.

PMA: But as I've said before, these figures are not forecasts. They are possibilities....they can be viewed as approximate top levels of farm production. And some folks feel these might be probable minimum levels as well.





AUTHOR: What do you mean?

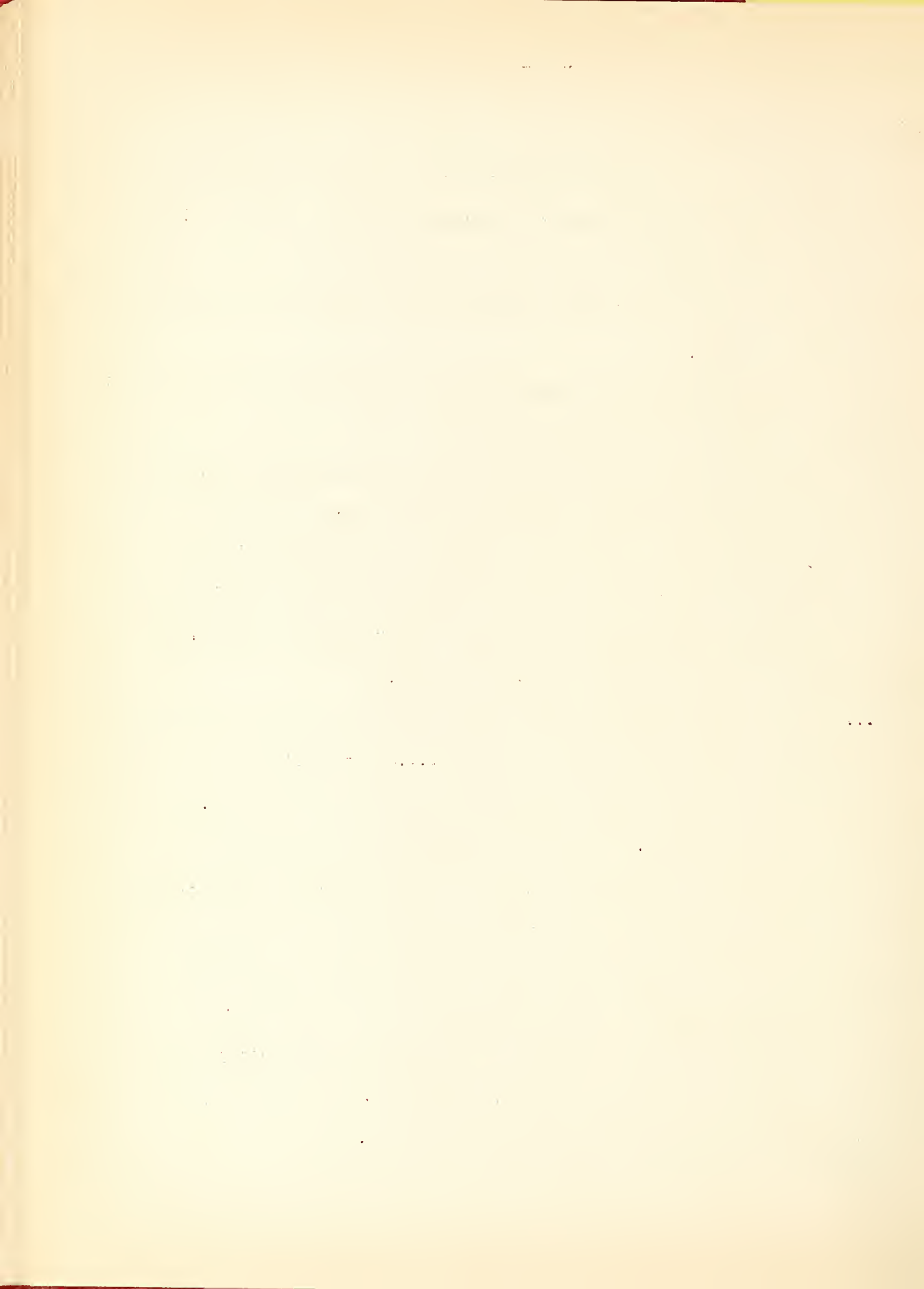
PMA: Just this, \_\_\_\_\_. Our agricultural plant is already geared to high production. Our farms are equipped and manned for high production. Most farmers and farm workers at present have nowhere else to turn to make a living. Most of them will stay on the land. And they'll keep working in good times or bad.

AUTHOR: So it naturally follows that we must have full employment and an active world trade to take care of this high production.

PMA: Yes, because even if the demand for our farm products should weaken, there's no indication that production would fall off very much. It's true that farmers couldn't afford to buy as much new machinery or use sufficient fertilizer if their incomes went down. But it's also possible that they would plant more acreage of some crops and that more people would crowd onto the land.

AUTHOR: Wouldn't that create a rather unhealthy situation?

PMA: Yes....however, if we maintain full employment, the domestic demand for farm products will take most of what farmers raise....and take it at fair prices. If world trade expands, other countries will take some, but not all, of our remaining farm production. So other ways must be found to take up the excess. Some type of program which would increase food consumption among low-income families appears to be the most sensible and promising possibility along this line. And such a program would improve national health and strength, as well as protect farm income. A program of this sort on a world scale would also do much to improve world nutrition and to provide better markets for the great agricultural exporting nations. And this latter field is where the Food and Agricultural Organization comes into the picture.



ANNCR: Then, from what the U. S. Department of Agriculture has learned in recent research, it looks as if our farmers can continue to produce larger crops.

PMA: Provided, \_\_\_\_\_, we have the kind of a post-war economy in this country which will give us a high food buying power.

ANNCR: This report on home front food activities has come to you from the Production and Marketing Administration office at \_\_\_\_\_. Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM.....AT HOME AND ABROAD.

This broadcast has been a public service feature of radio station \_\_\_\_\_, presented especially for \_\_\_\_\_ farmers and consumers.



U.S. DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Information Service  
821 Market Street, Room 555  
San Francisco 3, California  
Western Area

Approx. Time: 15 minutes  
February 27, 1946  
District and State Directors  
Can Fit to Allotted Time

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F735  
FOOD FIGHTS FOR FREEDOM---AT HOME AND ABROAD  
(Weekly Script No.99)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items.

SUBJECTS: Food Conservation Notes  
World Meat Output Drops  
Fat Salvage  
Return to V Gardens

PARTICIPANTS: Announcer  
P&MA

All music directions are purely optional, but would add finish to broadcast.

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MUSIC UP AND UNDER

ANNCR: Good \_\_\_\_\_, friends. We bring you another of our weekly broadcasts about food. All of us want to do everything we can individually, to help this great nation of ours in the reconversion to peacetime living. And we want to do our part to help supply urgently needed food to starving people in other parts of the world. Thus, our government still has a tremendous food management job ahead. How is it handling this job? And what can you do to help? You'll find out if you listen each week to:

PMA: FOOD FIGHTS FOR FREEDOM.....AT HOME AND ABROAD.

ANNCR: And now here is \_\_\_\_\_, assistant state director for the Production and Marketing Administration, of the U.S. Department of Agriculture.

PMA: A couple of weeks ago we talked about President Truman's food conservation program and of the great need for sending more wheat to Europe and the Far East. Today, I'd like to tell folks more about this important program...because it's going to be up to each of us to help make it a success.

1. The first part of the report is a general statement of the purpose and scope of the study.

2. The second part is a description of the methods used in the study.

3. The third part is a description of the results of the study.

4. The fourth part is a discussion of the results and their implications.

5. The fifth part is a conclusion.

6. The sixth part is a list of references.

7. The seventh part is an appendix.

8. The eighth part is a bibliography.

9. The ninth part is a list of figures and tables.

10. The tenth part is a list of abbreviations.

11. The eleventh part is a list of symbols.

12. The twelfth part is a list of footnotes.

13. The thirteenth part is a list of appendices.

14. The fourteenth part is a list of references.

15. The fifteenth part is a list of figures and tables.

16. The sixteenth part is a list of abbreviations.

17. The seventeenth part is a list of symbols.

18. The eighteenth part is a list of footnotes.

19. The nineteenth part is a list of appendices.

20. The twentieth part is a list of references.

21. The twenty-first part is a list of figures and tables.

22. The twenty-second part is a list of abbreviations.

23. The twenty-third part is a list of symbols.

ANNCR: And it can be a success, \_\_\_\_\_, if we all cooperate by not wasting bread, for one thing, as you mentioned last week.

PMA: That's right. In just a minute, I want to tell housewives about several ways to be thrifty with bread. First, I'd like to remind our listeners not to hoard their supplies of flour.

ANNCR: Say, that would be bad, wouldn't it?

PMA: It would not only create a panic, but would add up to more waste, and we can't afford that. There's no shortage of flour in this country. So there's no need for the housewife to buy more at a time than she actually needs.

ANNCR: Well, I'd imagine it would be pretty hard to keep large quantities of flour in the average home without having it spoil.

PMA: You're quite right. Experienced homemakers have learned that they can't keep flour too long in most kitchens or apartments...because they're usually too warm. Flour kept in the usual room temperatures is likely to become infested with weevils. You see, in the home, flour is often stored on shelves where the temperature is above the average of the room. This increases the danger of spoilage.

ANNCR: How about keeping it in the refrigerator?

PMA: That doesn't work well either, because the flour takes up moisture. It has to be kept dry, as well as cool. No, the best plan to follow is not to buy too-large quantities of flour. If most homes had the same kind of equipment as the commercial bakers, it would be a different story.

ANNCR: How's that, \_\_\_\_\_?





PMA: Well, commercial bakers store their flour in rooms especially built for that purpose. They have all the necessary air conditioning apparatus to control temperature and humidity. Bakers can keep up to 45 days' supply of flour on hand in these rooms.

ANNCR: As long as both wheat and flour are needed so desperately by the peoples of Europe and other countries, it would really be a tragedy if we wasted the least bit of our supply. From what you say, there's going to be enough flour for everyone in the United States this coming year.....so there's no reason for any of us to hoard it. How about those ideas on how to save bread, \_\_\_\_\_. I'd like to hear 'em.

PMA: Okay. No doubt many housewives are already using this simple set of rules. However, it may be valuable to new homemakers or to those who've never had to be careful with bread before. First we suggest that you buy only the amount of bread you need. Try to avoid buying more until the present supply is eaten.

ANNCR: That is a simple rule, \_\_\_\_\_, and yet I wonder how many women actually follow it? What's the next rule?

PMA: Don't let bread spoil for lack of proper storage facilities. A box that is well-ventilated and washable makes for good storage. If you can make room in the refrigerator, all the better. Cool storage will delay staleness and prevent mold. Always be sure that the bread is well wrapped in moisture-proof paper, wherever it is stored.

ANNCR: I have a suggestion to make, too. I notice that some people cut a whole stack of bread for the dinner table. Now if there's any leftover bread it will certainly get stale faster than if it hadn't been cut off the loaf.....right?



PMA: Exactly. It's a wise plan to avoid serving too much bread at a meal. After all, you can always cut a few more slices as they're needed.

ANNCR: Supposing Mrs. Jones finds she has some stale bread on her hands..... at least bread that is too hard for the table....will she have to throw it away?

PMA: Not if she's a thrifty and patriotic housewife. There are many ways she can use it. For example...dry bread makes excellent toast...nice and crisp. Besides plain toast, homemakers shouldn't overlook French and cinnamon toast or the thin Melba toast that many restaurants serve in place of soft bread.

ANNCR: Say, you sound like a regular cooking expert today.

PMA: Actually, \_\_\_\_\_, I'm only repeating suggestions from the Bureau of Human Nutrition and Home Economics. And here are a few more suggestions. In addition to toast, dry bread can be used in desserts like bread or custard puddings. Baked fruit scallops are good, too. They're made of slices or "fingers" of bread combined with canned or fresh fruit and a little sweetening and fat.

ANNCR: You haven't mentioned bread crumbs and stuffing.....

PMA: Well, I figured most housewives would just automatically think of those uses. Any good cook likes to keep a supply handy to use in coating foods for frying and topping baked dishes, or stuffing meats or vegetables. And for something special, she can make crumb pastry for cream pies, crumb cake and crumb cookies.

ANNCR: One thing you haven't given us, \_\_\_\_\_, is a substitute for bread.... in case we need to cut down a little on our bread and flour consumption.

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PMA: But there are substitutes. For instance, a dish of oatmeal, which is plentiful right now, is a good substitute for the breakfast toast. And eating an extra baked potato in place of a second slice of bread is another good idea. We have plenty of potatoes, you know, and a small potato has food value just about equal to a slice of bread, except the potato has an added advantage....it contains vitamin C.

ANNCR: If every housewife would follow these tips of yours, I'll wager she could cut down a great amount of waste.

PMA: The Department of Agriculture has estimated that if every family in this country would save just half a slice of bread every day.....there would be a national daily saving of half a million pounds of bread.

ANNCR: And that would mean all the more flour to send abroad. The other day, \_\_\_\_\_, you told us about the new bread we'll be eating soon.... you said it would be slightly darker in color, but with more protein and more of some vitamins than the present bread. Tell us something about this bread.

PMA: I believe I said that we'll extract 12 percent more flour from each bushel of wheat. The bread we've been getting is made from 72 percent flour...from now on, it'll be made from 80 percent flour. You see, for a long time modern white flour has been losing important values in the milling process. In order to have it white and fine, with good keeping qualities, the outer coat of the wheat berry was removed..... and with it, about seven-eighths of the thiamine and niacin...three-fourths of the riboflavin...and four-fifths of the iron. There were also losses of calcium, phosphorus and protein.

ANNCR: That doesn't sound too good....losing all those food value.





PMA: You've no doubt heard of enriched bread.....

ANNCR: Yes, I have.....

PMA: Well, the process of enrichment returned some of those lost values.....  
namely the three B vitamins...thiamine, riboflavin and niacin.....  
as well as iron. If the present levels of enrichment of flour are  
maintained, the new 80 percent flour will give these same values and  
in addition improve the protein quality of bread.

ANNCR: I understand that some people who've tasted this new bread say they  
can't even tell the difference.

PMA: There is no appreciable difference, \_\_\_\_\_. In fact, the new  
bread has a full-bodied flavor which will appeal to many people. When  
the homemaker introduces her family to the new flour and bread, she'll  
be making a very personal and important contribution toward relieving  
suffering and hunger in the world. This new 80 percent flour is  
expected to save about 25 million bushels of wheat in just six months.  
That wheat will go a long way toward feeding hungry people abroad.

ANNCR: And the sooner those countries can get back on their feet, the sooner  
people can get back to normal living all over the world.

PMA: And better living, too. Food is going to be an important instrument  
not only in recovery, but in building a lasting and stable peace. And  
that brings to mind a recent message from President Truman. It concerned  
Victory Gardens.

ANNCE: Victory Gardens! I thought they were a thing of the past.

PMA: Not on your life, \_\_\_\_\_. Only the name has been changed....this  
year, home gardeners are mobilizing behind the National Garden Program.  
Mr. Truman's message to garden clubs emphasized the great need for  
continuing the good work done by gardeners during the war.

(More)





PMA

(Continued): With a shortage of food still facing the world, the crops produced in America's home gardens will add greatly to the total supply. This home-grown food will augment our domestic supply and make it possible for us to send more food to Europe.

ANNCR:

I sometimes think the war against starvation is the most difficult war of all. You can't hide from an enemy like hunger.....and usually you can't fight back.

PMA:

That's very true. Helping the people of Europe "fight back" against hunger is a big job and one that we must see through. As I said a minute ago, we still have a world-wide shortage of food. Last year's world meat production for example, represented a drop of almost seven billion pounds from the 1944 figure....and it was down six and a half billion pounds from the prewar average.

ANNCR:

And that's a serious drop, in view of the food situation throughout the world today. How do we stand in meat production compared to some of the other countries?

PMA:

Much higher...North American meat production in 1945 was well above the prewar average. But in Europe and the United Kingdom, last year's output was a great deal less than in prewar years....  
the pre-war average                      the pre-war average  
57 percent of / in Europe and 75 percent of / in the United Kingdom.  
South America fared a little better. Our neighbors to the south were able to stay above prewar meat production because of continued heavy output in North America. But the shortage of meat is still a serious problem, on a world-wide scale. What's more it will take time to replace the war losses of livestock in many European areas and to build up the food supply.



ANNCR: Speaking of building up supplies of badly needed items, \_\_\_\_\_, how are we doing on fat salvage?

PMA: Fat collections throughout the country have gone up considerably ever since the end of point rationing. I'm afraid we can't say the same for the nine Western states, though.

ANNCR: What's the story out here, \_\_\_\_\_?

PMA: Let's take the December fat collection figures for an example. In December, the Western states contributed a total of one million, 287 thousand, 304 pounds of used fats. This was down over 120 thousand pounds from the November total.

(ASS'T. STATE DIRECTORS CAN INSERT COLLECTION FIGURES FOR THEIR OWN STATES HERE)

ANNCR: Isn't it true that the more used kitchen fats homemakers save and turn in, the more soap they'll be able to have?

PMA: That's it exactly. Fat salvage in 1945 meant a difference of about 13 percent in the supply of soaps available to civilians. Last year, fat salvage produced enough fats to make all of the yellow bar laundry soap...or one-fourth of the heavy-duty packaged laundry soaps...or twice the total of fine fabric soaps.

ANNCR: Well, with all those types of soap still on the scarce list, it would certainly pay housewives to salvage every bit of fat they can.

PAM: Yes, because every pound means more soap for them. For example, one pound of used fats will make one 24 ounce package of the heavy-duty laundry soap...it also means the equivalent of six bars of yellow laundry soap...or five bars of toilet soap. In the three and a half years of the program, fat salvage has represented the equivalent of one bar of soap, per month, for every person in the United States.



ANNCR: I'm sure we can all see by these figures just how important it is for all of us to continue fat salvage....not only to help prevent soap shortages...but to speed the manufacture of the peacetime products we all want and need. And there you have it, friends, this week's report on home front food activities...with \_\_\_\_\_ of the Production and Marketing Administration office at \_\_\_\_\_. Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM.....AT HOME AND ABROAD. This broadcast on America's food program is presented especially for \_\_\_\_\_ farmers and consumers.

